

Minutes of the Jasper Community Arts Commission City of Jasper, Indiana held March 1, 2005

The regular meeting of the Jasper Community Arts Commission was held at 4:30 pm on Tuesday, March 1, 2005 at the Jasper Arts Center with Gerald Gagne presiding. The Pledge of Allegiance was recited and then roll call was held with the following **Commission Members Present:** Doug Abbett (left at 5:30), Gloria Buecher, Gerald Gagne, Mike Jones (arrived at 5:15), Sylvia Metzger, Robin Norris, Don Routson, Myra Schuetter, Pat Thyen. **Commission Members Absent:** Ann Hilgefert, Don Weisheit. **Staff Members Present:** Darla Blazey, Barbara Hoffman, Doreen Lechner, Kit Miracle, Donna Schepers. **Regional Services Coordinator:** Jill Watson. **Guests in Attendance:** Councilman: Ambrose Schitter; City Attorney, Sandy Hemmerlein; Friends of the Arts President, Bob McCarty.

APPROVAL OF MINUTES

The minutes of the February 1, 2005 were approved with this correction: *Under Nominating Committee there was just one motion to close the nominations and approve the slate of officers as presented. It was moved by **Robin Norris** to close the nominations. **Doug Abbett** seconded. "The Chairman then called for the vote which was 9-0 in favor of electing the slate of officers as nominated."* After the correction was made, **Robin Norris** made the motion to accept the minutes as presented with the correction. **Doug Abbett** seconded. Motion passed 8-0.

City Financial Statement

Don reported. All income and expense items are in line.

City Claims and Regional Partnership Grant Claims

City Claims in the amount of \$17,798.36 were presented. Regional Partnership Grant claims in the amount of \$2,350.00 were also presented. It was moved by **Don Routson** to accept the claims and financial statement as presented. **Myra Schuetter** seconded. Motion passed 8-0.

COMMITTEE REPORTS

Visual Arts Report

Kit reported.

- Greig Leach's exhibit went very well. A number of school groups came to visit the gallery including Ruth Gehlhausen's 5th grade art students from Tenth Street School and Trish Mehringer's students from Northeast Dubois Middle School.
- Greig Leach held an Oil Stick Painting Workshop on Saturday, February 20 at the JCAC satellite art space. Thirteen attended the workshop; several had not taken a workshop before.
- The Greek Art Lecture was held on Sunday, February 13, 2005 and was sold out. That concludes the lecture series until this fall.
- The 5 winter visual arts classes wrapped up last week.
- Artists from around the country are still submitting portfolios. The deadline for submissions is March 15.
- Youth Art Month is March. The High School Exhibit was hung on Monday and officially opens today. The exhibit will run through March 13. A public reception will be held on Sunday, March 6th from 12:00 noon until 2:00 pm. This is one of the finest shows that the high schools have ever had. The Elementary School Exhibit will be hung on March 15th and officially opens on March 16th. The exhibit will run through March 30th. There are 12 elementary schools in the county. A public reception will be held on March 20th from 12:00 noon until 2:00 pm.
- Planning for Summer ArtVentures is underway. The satellite art space will be used again. Darla has spoken to Ken Buck, parks and recreation director, to ask if the Parks department has future plans for the space outside of summer use during pool operation. He said that there are no immediate plans but storage space will continue to be needed. The need for more classes and workshops continues to increase and more room is needed to offer more

classes. Kit explained that the pool-building basement could be divided into four portions. Some demolition would be needed. Recently purchased old art furniture from the old Jasper Middle School will provide for storage and workspace. The staff will continue to work with the Parks department on the renovation of the satellite space.

- Kit recently held a meeting with potential art instructors. She was pleased with the response and received positive feedback. The group is planning to offer a variety of classes this summer as well as in the fall and winter. Some classes may be jewelry making, sculpture, clay, drawing, etc. More information will be presented in the future.

Education Report

Donna reported.

- She said she would like to thank the city officials who offered the opportunity to take the conversational Spanish class. It has been a very beneficial experience. She hopes a follow up class will be offered over the next year.
- Curious George was held on February 4 at the arts center for Grades K-2 from the Jasper Schools.
- Shanghai Circus was held on February 22 for grades 6-8 from the regional schools and grade 7 from the Jasper Schools.
- Andes Manta will be presented at the Jasper Middle School on March 7 for grades 6-8 from the regional schools and grade 7 from the Jasper Schools.
- Anne Frank will be presented at the Jasper Middle School on March 11 for the Jasper Schools and regional schools for grade 8.
- Charlotte's Web will be held on March 30 at the arts center for grades 3-5.
- The Kentucky Shakespeare Festival will be in residency at Jasper High School April 4-8 for grades 9,10 and 11.

Buildings & Structures Report

Doreen reported.

- This has been a busy month with school shows, Performers Series, Backstage Series, Family Fun Series, backstage tours, ACT constuction and rehearsals.
- Improvements continue to be made on the building. Urinals in the older part of the building have been replaced. Some new leaks have been found in the roof on the lower section of the building. They may be caused by water draining off the upper roof from the downspouts. Evidence has been seen above Kit's desk. At this point the leaks are not dripping through.
- New outside doors will be painted and installed.
- Plans are being made for the use of the art furniture that was purchased from the old Middle School. It will need to be transported to the satellite space.
- The usage of the building in the Spring is overwhelming with all the events that are happening until the end of May.

Region 11 Report

Jill reported.

- She has been meeting with people in three counties (Dubois, Orange and Crawford) to discuss grants and the application process. Twelve organizations have contacted her regarding submitting grants for this coming year. One new organization, an elementary school from Crawford County, is applying for a grant. She has had group meetings and has met individually with people about the grants.
- Two technical assistance workshops will be offered this Spring. The first one will be held on April 11. This workshop will be on arts marketing. It will help organizations that do arts projects and programming as well as individual artists. Tom Hume is working with the indianarts.org organization trying to improve the website's marketing. He will also be talking with them about other forms of marketing for the arts. This is one service that we can offer to our area artists. She will be sending out registration materials and will be accepting registrations on the workshop. The fee for this workshop should be minimal, \$10.

- The second workshop will be held in cooperation with the Indiana Non-Profit Resource Network. They contacted us and it falls right in line with another service that we provide to our artists. This workshop will offer assistance on writing better grant proposals. This will be a two day workshop and will be hosted at the Jasper Arts Center on May 12th and 13th from 8:30 am to 5:00 pm. This workshop will be led by Jamey Levy, who provided us with a workshop last spring. The workshop will be for individuals and organizations. She said she would invite all board members to participate if possible or send members of other organizations to participate. Registrations will be made through the arts commission office.
- Indiana Arts Advocacy Day will be held on March 31st in Indianapolis with a legislative breakfast at 7:30 am at the Arts Garden in downtown Indianapolis. Board and community members are invited to participate.
- On April 1st a community arts conference will be held. Kit was selected to create artwork to be given as awards for the Community Arts Leadership Award that will be presented at the conference. A photo of one painting is displayed on the front cover of the conference brochure.
- Jill attended a meeting at Jeffersonville to learn more about an initiative for artists that will create a "Made in Indiana" brand. The Ohio River Scenic Route committee is modeling their new program after the Kentucky Crafters Brand. They are asking for artists to come and work together to create a trademark and a network of artists in Southern Indiana so products can be marketed to retail outlets and galleries. All of the counties along the Ohio River in Indiana as well as 8 additional counties that border the river counties which include Dubois County are included in this project. She attended a meeting. People from the Cincinnati area all the way to Evansville attended the meeting. Jill will stay involved in the program.

Performing Arts Report

Darla reported.

- She asked for approval on a slate of performances for the Performers Series for the 2005-06 season: **Broadway – The Star Spangled Celebration (2 shows)** – Sunday, October 23, 2005; **The Von Trapp Children Christmas (2 shows)** – Sunday, December 17, 2005; **Chris Botti in Concert** – Saturday, January 21, 2006; **Late Night Catechism** – February, 2006; **Sandi Patti in Concert** – Saturday, April 8, 2006. After some discussion, **Myra Schuetter** moved to accept the slate for the Performers Series for the 2005-06 season as presented. **Don Routson** seconded. Motion passed 9-0. Darla will meet with the Performing Arts Committee to discuss recommendations for the Backstage Series and Family Fun Series for 2005-2006.
- Few tickets remain for Steel Magnolias. There are temporary seats and a few pairs in the very back row and singles throughout the house. **Andes Manta** will be performing on the Backstage Series this Sunday. Seating will be held in the auditorium. Tickets will be available and can be purchased at the door. **The Jasper Band Legacy Concert** will be held on Saturday, April 2. Mr. Goodhue and the other band directors are working to bring quite a few former students back. Currently they have 40 musicians lined up that will play in various combinations including some solos. Seating will be held in the auditorium. Tickets will be available and can be purchased at the door. **Janice Martin**, violinist, will be the very last performer on the Backstage Series. This performance will be held on Friday, April 29. We have 4 more programs that will end the season. The season has been very good and attendance has been great.

Chalk Walk Arts Festival Report

Darla reported.

- The promotional registration brochure has been taken to the printer. They will be distributed in mid March. Schools, businesses, restaurants and professional offices will be targeted. A press release was sent to announce the date and activities for Chalk Walk. Direct mailings are being sent to artists to encourage participation. Arrangements are being made to have some food vendors, which should be local restaurants. Area musicians are also being

contacted. The Chalk Walk will be held from 8:00 am to 4:00 pm and board members are encouraged to be volunteers for the day.

OLD BUSINESS

Box Office software

Darla reported.

- She and Jerry talked about the box office software. A committee of Doug Abbett, Don Routson and Jerry met with her, and they had an online demonstration by the company that they would like to recommend. The last few months Darla has been researching various companies: Martech, Alliance and Choice Ticketing. It was hard to make a comparison of the companies because not all of them offered exactly the same product. The committee felt that Choice Ticketing has the software and system that meet the needs of the JCAC. Their system offers more than just ticketing. It is an entire database management system that allows for development, volunteers and patrons. The software is available as a single user package or a multi-user package. The committee recommended that a 3-user system be considered. Initially, the 3-user system would be more costly, but would provide cost saving in the future. Since the staff's offices are separated it would be practical to have the system available in the visual arts/education office area and in the front office area.
- The proposal from Choice Ticketing included the software expense for the 3-User System at a cost of \$9,500; hardware expenses for a ticket printer and credit card swiper of \$1,400 and an annual technical support contract for \$1,900. Future upgrades would include on-line ticketing and credit card processing; both require high-speed Internet connection that the Arts Center currently can't get. The installation of the system would require that the company come on site to install, and the proposal included \$835 for travel and shipping. The system would be customized for our needs.
- The gentleman who is a sales manager for the company and Darla put together a Cost/Benefit Analysis for the 3-User System. A copy was given to all present. The proposal included the possibility of charging a facility fee and handling fee to JCAC customers and renters. Over a 5-year period, in-house income was projected at \$40,000 and rental income was projected at \$54,875. By charging the fees outlined, the JCAC would pay for the system by the end of the first year and have \$5,000 additionally toward future fees and facility improvement. The following fees were listed:
 - a handling fee on phone sales of \$1.00 per order (for JCAC customers and Renters customers)
 - a facility fee charge of \$1.00 per ticket (for JCAC customers and Renters customers)
 - Box Office set-up fees of \$100 per event (for Renters)

Darla discussed the matter with City Clerk/Treasurer Juanita Boehm. It was suggested that a separate non-reverting account be established so these fees could be placed in it. City Attorney Sandy Hemmerlein said the JCAC Board should make a recommendation to the City Council to create an ordinance to collect the fees and establish the fund.

- After some discussion, **Don Routson** moved that the board accept the proposal as presented for the box office software from Choice Ticketing for the amount of \$12,800 subject to budget lines being in order. **Mike Jones** seconded. Motion passed 9-0. A motion was made to recommend to the City Council that an additional \$1.00 per order fee for phone sales, a facility fee of \$1.00 per ticket and a box office set-up fee of \$100/event be established. **Don Routson** made the motion for this recommendation. **Mike Jones** seconded. Motion passed 9-0.

A motion was made to recommend to the City Council that a dedicated fund be established to deposit these fees. The fund would be for facility improvement and payment of the box office software annual support. **Don Routson** made the motion for this recommendation. **Mike Jones** seconded. Motion passed 9-0.

Logo Design

Darla reported.

- Mike said the Marketing Committee met about six times. The committee consists of people from different age groups. This is a great group of people. Many are marketing people within their own companies. The committee wanted to improve upon the existing JCAC logo instead of creating a new one. Eight versions were considered. Carla Hall of CH Designs was the artist who worked on the redesign. Mike presented several versions of the new logo, a black and white, a horizontal presentation, a vertical presentation and a few color versions. Discussion followed. Ambrose Schuetter commented that the ballerina looked like an ice skater but overall liked the design. Board members were pleased with the new look. It was moved by **Myra Schuetter** to accept the logo design as presented. **Pat Thyen** seconded. Motion passed 8-0.

Addy Award

Darla reported.

- Randy from Axiom called Darla and reported that his company had submitted the JCAC season guide for an Addy Award, which is the advertising field's award for excellence. The guide was submitted in the public service category and received a Gold Addy at the district competition. The JCAC will receive an award for display.

Lincoln Amphitheatre

Darla reported.

- She wanted to provide an update to the board regarding the Lincoln Amphitheatre. She called and talked to Helen Kennedy, president of the Lincoln Boyhood Drama Association. They need local community support to help reinstate money into the state budget that pays for operating expenses. The amount is \$240,000 annually. She encouraged individuals to write a letter or phone Senators on the Senate Appropriations Committee. Darla has a list of names for those interested. After some discussion, it was moved by **Sylvia Metzger** that Darla draft a letter from the JCAC to the Senate Appropriations Committee in support of the Lincoln Amphitheatre and have the Board members names listed. **Don Routson** seconded. Motion passed 8-0.

Adjournment

Mike Jones made the motion to adjourn the meeting at 6:00 pm, **Don Routson** seconded. Motion passed 8-0. The next regular meeting will be held on Tuesday, April 5, 2005 at 4:30 pm.

Gerald Gagne, President

Don Routson, Secretary-Treasurer